**BaseOne Website Sitemap**

**1. Home Page**

* Hero Section (Strong USP, CTA)
* Overview of Services (Data & AI Pillars)
* Case Studies / Visual Examples
* Client Logos / Social Proof
* Call to Action ("Let’s Talk")

**2. Services (Main Category Page)**

* Intro to BaseOne's Expertise
* Pillar 1: Data & Analytics (Overview)
* Pillar 2: AI & Automation (Overview)

**3. Pillar 1: Data & Analytics (Main Service Page)**

* Data Strategy (Subpage)
* Data Platform (Subpage)
* Data Analytics (Subpage)
* Data Automation (Subpage)
* Project Controls Accelerators (Subpage, linking to PrimerP6.com)

**4. Pillar 2: AI & Automation (Main Service Page)**

* AI Business Automation (Subpage)
* AI Influencers & Digital Brand Advocacy (Subpage)
* AI & Data Automation (Subpage)

**5. Case Studies / Portfolio**

* Before/After Dashboard Examples
* Primer in Action – Case Study
* AI-Driven Automation Case Study
* Demo Work

**6. About Us / Why BaseOne?**

* Mission & Values
* The BaseOne Approach (Data + Design + AI)
* Meet the Team / Company Culture

**7. Contact / Get in Touch**

* Call to Action ("Let’s Transform Your Data & AI Strategy")
* Lead Capture Form
* Contact Information

**8. Resources / Blog (Optional)**

* Articles on Data Strategy, AI, and Automation
* Whitepapers / eBooks
* Webinars / Video Content

**Quick Keyword Strategy Outline**

1️⃣ **Core SEO Keywords (High-Intent, Business-Critical)**

* **Data & Analytics Services**
* **AI Automation for Business**
* **Project Controls Software**
* **Business Intelligence Dashboards**
* **Enterprise Data Solutions**
* **PMO Data Automation**
* **AI for Business Process Automation**

2️⃣ **Secondary Keywords (Supporting, Informational)**

* **Data Strategy Consulting**
* **AI-Powered Dashboards**
* **Project Controls Accelerator**
* **Agentic AI for Business**
* **Pre-built Data Solutions**

3️⃣ **Branded & Unique Terms**

* **BaseOne Data Solutions**
* **Primer Project Controls**
* **BaseOne AI Automation**

# BASEONE HOME PAGE

**Experts in** Data & Analytics | AI & Automation | Beautiful Dashboards | Project Controls | Business Acceleration

**AI & Data driven solutions.**

We turn data into intelligence. AI into automation. Insights into action.

BaseOne helps businesses accelerate with **stunning, UX-driven dashboards, AI-powered automation, and data-led transformation.**

**Work Smarter. React Faster. Think Bigger.**

BaseOne empowers organizations to:

* **Enterprise Intelligence, Simplified.** Make complex data clear, beautiful, and actionable.
* **AI That Works For You.** Automate processes, reduce effort, and scale smarter.
* **Pre-Built Solutions.** Accelerate results with **Primer**, our ready-to-go project controls data platform.
* **Unmatched UI/UX.** Data is powerful, but it should also be **visually stunning**.

📌 **Supercharge your business with data-led automation.** CTA: **Let’s Talk**

**Our Strategies**

**Next-Level, Data-Led, AI-Driven Solutions**

We take pride in solving complex challenges with simplicity. Our strategies empower businesses with **high-impact data transformation, automation, and AI innovation.**

**Data & Analytics**

Unify your data. Unlock insights. Make better decisions, faster.

✅ **Enterprise-wide data integration** for a complete, real-time view.

✅ **Custom dashboards** designed for maximum visibility and impact.

✅ **Predictive analytics** to drive data-led business strategy.

CTA: **Discover Data Solutions**

**AI & Automation**

Harness AI to automate workflows, drive intelligence, and transform engagement.

✅ **Agentic AI** that automates complex processes and decisions.

✅ **AI-driven insights** that continuously refine and optimize business strategy.

✅ **Conversational AI & Digital Influencers** to enhance engagement.

CTA: **Discover AI Solutions**

**Primer – Instant Value, Zero Delay**

Skip the long setup. **Primer** is our pre-built data platform solution for **PMO & Project Controls**, saving thousands of hours in development.

✅ **Rapid Deployment** – Enterprise-ready dashboards in record time.

✅ **Proven ROI** – Cost savings, increased efficiency, and data-driven insights.

✅ **Scalable & Customizable** – Tailor Primer to fit your unique business needs.

CTA: **Learn More** (Link to PrimerP6.com)

**Proven Results – Trusted by Industry Leaders**

🔹 Clients have saved **thousands of hours** and cut costs with BaseOne.

🔹 Our dashboards have **transformed decision-making** for top enterprises.

🔹 AI-powered automation has **unlocked massive efficiency gains.**

📌 **See how we’re redefining data & AI.**

CTA: **Let’s Talk**

**Power Your Business with Data & AI**

**01. Beautiful, UX-Led Dashboards**

Visually stunning business intelligence dashboards that engage, inform, and drive better decisions.

**02. AI-Powered Automation**

Let AI handle the repetitive tasks—so your team can focus on strategy, creativity, and innovation.

**03. A Single Source of Truth**

Unify your data, remove complexity, and create **one central hub** for business intelligence.

**04. Accelerate Decision-Making**

Make faster, smarter decisions with real-time insights powered by AI and data automation.

**05. Empower Your Teams**

Give your teams **access to instant insights** and **eliminate manual reporting.**

**06. Reduce Costs, Increase ROI**

Optimized processes, automated workflows, and pre-built accelerators save time and money.

**07. Proven Impact**

BaseOne has helped **businesses save thousands of hours** and **reduce costs through smarter data solutions.**

**Ready to transform your business?**

**Let’s talk.**

# Services (Main Category Page)

**BaseOne Services**

**Unlock the Power of Data & AI**

We deliver **cutting-edge data solutions and AI-driven automation** that help businesses operate smarter, faster, and more efficiently. Our expertise spans from **data strategy and analytics to AI-powered process automation**, enabling organizations to unlock their full potential.

**Data & Analytics**

*Laying the foundation for intelligent, visually stunning insights.*

🔹 **Data Strategy** – Helping companies define their long-term approach to data.

🔹 **Data Platform** – Providing the infrastructure, architecture, and governance to unify data.

🔹 **Data Analytics** – Delivering insights, BI, and dashboards with an emphasis on design-driven analytics.

📌 **Leverage the power of data to drive your business forward.**

CTA: **Discover Data Solutions**

**AI & Automation**

*Harness AI to automate workflows, drive intelligence, and transform engagement.*

* **Agentic AI** – Automate processes and decisions with intelligent AI models.
* **AI-Powered Insights** – Self-learning systems that continuously refine your business strategy.
* **Conversational AI & Digital Advocates** – AI-driven brand representatives and engagement tools.
* **Workflow Automation** – Reduce manual effort and increase efficiency.

📌 **Revolutionize your operations with AI-powered automation.**

CTA: **Discover AI Solutions**

**Primer Accelerator**

*Accelerate your project controls and PMO with a pre-built data platform.*

* **Rapid Deployment** – Pre-configured dashboards and workflows, saving thousands of hours in setup.
* **Proven ROI** – Reduces costs, enhances efficiency, and delivers actionable insights instantly.
* **Scalable & Customizable** – Tailor Primer to your unique business needs.
* **Seamless Integration** – Works with existing systems to enhance project controls.

📌 **Fast-track your project controls with Primer.**

CTA: **Learn More** (Link to PrimerP6.com)

📌 **Want to explore how Data & AI can transform your business?**

CTA: **Let’s Talk**

# Data & Analytics

**BaseOne Data & Analytics**

**Transform Data into Powerful, Actionable Insights**

Data is at the heart of every decision-making process. At BaseOne, we specialize in delivering **data-driven intelligence** through **strategic planning, scalable platforms, and stunning, UI/UX-focused analytics.**

**Data Strategy**

*Define your long-term approach to data and turn it into a strategic advantage.*

* **Enterprise Data Roadmaps** – Align your data with business goals for sustained growth.
* **Governance & Compliance** – Ensure security, accuracy, and regulatory compliance.
* **Data Architecture & Design** – Create structured, scalable data models for efficient data flow.
* **Scalable Data Strategies** – Build an adaptable, future-proof data framework.

📌 **Strategically harness your data for better decision-making.**

CTA: **Explore Data Strategy** (Link to Data Strategy Page)

**Data Platform**

*Providing the architecture and infrastructure to unify and manage your data seamlessly.*

* **Centralized Data Management** – Break down silos and unify all enterprise data.
* **Cloud & Hybrid Solutions** – Flexible architectures for secure, scalable access.
* **Automated Data Pipelines** – Reduce manual work and increase efficiency.
* **Self-Service BI Integration** – Empower teams with direct access to insights.

📌 **Build a strong data foundation for scalable business intelligence.**

CTA: **Explore Data Platform** (Link to Data Platform Page)

**Data Analytics**

*Delivering insights, BI, and dashboards with an emphasis on design-driven analytics and exceptional UI/UX experiences.*

* **Custom BI Dashboards** – Beautiful, user-friendly interfaces tailored for impact.
* **Predictive & Prescriptive Analytics** – Use AI to anticipate trends and drive action.
* **Real-Time Reporting** – Get instant insights for better, faster decisions.
* **Data Visualization Excellence** – Transform raw numbers into compelling stories.
* **UI/UX Design for Dashboards** – Create intuitive, visually stunning dashboards that enhance user experience.
* **Dashboard Theme Packs** – Pre-designed, customizable themes for seamless branding and consistency.

📌 **Turn data into a competitive advantage with stunning analytics.**

CTA: **Explore Data Analytics** (Link to Data Analytics Page)

📌 **Leverage the full potential of Data & Analytics.**

CTA: **Let’s Talk**

# Data Strategy

**Data Strategy | BaseOne**

**Define the Blueprint for Smarter Business Intelligence**

A strong data strategy is the foundation of every successful data-driven organization. At BaseOne, we help you create a clear, scalable, and future-proof roadmap that aligns your data efforts with your business goals. We don’t just plan your data journey—we architect it for performance, automation, and clarity.

Whether you're starting from scratch or refining an existing setup, our strategic consulting ensures every decision you make is backed by clean, structured, high-impact data.

**Work Smarter. React Faster. Think Bigger.** That’s the BaseOne difference.

**What We Offer**

**Enterprise Data Roadmaps**

We work with your leadership and technical teams to design strategic data roadmaps that align directly with your business objectives.

* Align data priorities with commercial outcomes to ensure ROI from day one
* Identify and map key data sources across departments
* Create scalable execution roadmaps with measurable milestones

Whether you're launching a new data initiative or optimising an existing framework, our roadmaps keep your teams aligned and focused on delivering tangible value.

**Governance & Compliance**

A well-governed data environment ensures your insights are accurate, secure, and legally sound.

* Define roles, responsibilities, and ownership to foster accountability
* Implement GDPR and industry-specific compliance protocols
* Improve data quality and reduce operational risk

Clear governance is essential for maintaining data integrity, especially as your systems scale. We help you establish a strong foundation for confidence and compliance.

**Data Architecture & Design**

Great analytics require great architecture. We create structured, scalable systems that make insights possible.

* Blueprint your data warehouse and pipeline architecture to support automation and BI
* Ensure flexibility for future technology integration and platform upgrades
* Simplify and modernise your data model through clean, modular design

With thoughtful architecture and elegant design, your data becomes more than a resource—it becomes an asset.

**Scalable Data Strategies**

We future-proof your data strategy to support evolving tech, tools, and teams.

* Build frameworks that empower cross-functional collaboration
* Enable seamless adoption of AI, automation, and predictive modelling
* Support long-term innovation and agility with scalable strategy

Your data strategy should grow with you. We make sure it can.

**Why It Matters**

Businesses that lack a coherent data strategy often struggle with slow reporting, duplicate tools, missed opportunities, and misaligned teams. That’s where we come in:

✅ Turns chaos into clarity with a single source of truth

✅ Saves time and resources by eliminating repetition and manual fixes

✅ Accelerates decision-making with consistent, actionable insights

✅ Builds the groundwork for automation, AI, and next-gen analytics

✅ Ensures your data spend drives measurable ROI

💡 **Good strategy isn’t optional—it’s your competitive edge.**

**How We Deliver**

**Discovery Workshops**

Collaborate with your teams to understand pain points, ambitions, and data maturity.

**Technical Audits & Gap Analysis**

We assess your existing infrastructure, tools, and workflows to identify opportunities.

**Strategy Playbooks**

Deliverables include actionable, executive-ready documentation and architectural blueprints.

**Execution Guidance**

We support implementation and collaborate with your tech teams or partners to bring the strategy to life.

📌 **Start with strategy. Build with confidence. Succeed with insight.**

CTA: **Let’s Talk Data Strategy**

# Data Platform

**Data Platform | BaseOne**

**Build a Unified, Scalable Foundation for Business Intelligence**

A powerful data platform is the backbone of any intelligent organization. At BaseOne, we design and implement platforms that centralize your data, automate processes, and support the delivery of beautiful, design-led analytics.

Your platform should do more than just store data—it should empower teams, accelerate workflows, and serve as a launchpad for AI, automation, and decision-making.

**Work Smarter. React Faster. Think Bigger.** That’s the BaseOne promise.

**What We Offer**

**Centralised Data Management**

Break down silos and unify all enterprise data in a single, secure environment.

* Streamline fragmented systems and improve consistency across teams
* Create a real-time, always-on data ecosystem
* Enhance visibility and collaboration across departments

**Cloud & Hybrid Infrastructure**

Flexible, scalable platforms tailored to your business requirements.

* Deploy in cloud, on-premises, or hybrid environments
* Ensure availability, security, and scalability from the ground up
* Support growth without compromising performance or control

**Automated Data Pipelines**

Let your platform do the heavy lifting—automate ingestion, processing, and delivery.

* Build robust ETL/ELT workflows that reduce manual intervention
* Ensure reliable data flow across all systems
* Minimise errors and accelerate reporting timelines

**Self-Service BI Enablement**

Empower your teams to explore and act on data independently.

* Provide easy access to dashboards and reports
* Support cross-functional insights without bottlenecks
* Create a culture of data ownership and innovation

**Why It Matters**

An outdated or fragmented platform slows everything down. We help you build a high-performance data infrastructure that:

✅ Eliminates data chaos and unifies your entire operation

✅ Enables real-time decision-making with clean, trusted data

✅ Scales with your business, tech stack, and workforce

✅ Accelerates the delivery of dashboards, analytics, and AI solutions

✅ Maximizes ROI on your data and tech investments

💡 **A strong platform turns good data into great decisions.**

**How We Deliver**

**Platform Discovery & Assessment**

We review your existing data estate, identify weaknesses, and map opportunities.

**Technical Architecture & Design**

We engineer flexible, scalable, cloud-ready platforms tailored to your needs.

**Automation & Integration**

We build automated pipelines, APIs, and workflows to deliver data where it's needed, when it's needed.

**Enablement & Governance**

We help implement controls, training, and documentation to make the platform scalable and secure.

📌 **Ready to build a platform that powers everything? Let’s talk.**

CTA: **Talk Data Platform**

# Analytics

**Data Analytics | BaseOne**

**Turn Your Data into Insightful, Impactful Stories**

Data is only as powerful as its presentation. At BaseOne, we create intelligent, beautiful, and action-oriented analytics experiences that help teams make smarter decisions, faster. We combine technical precision with world-class design to deliver dashboards and reports that don’t just inform—they inspire.

We don’t believe in generic analytics. We believe in purposeful design, tailored insight, and intelligent automation.

**Work Smarter. React Faster. Think Bigger.** That’s the BaseOne advantage.

**What We Offer**

**Custom BI Dashboards**

Stunning, UX-led dashboards designed to highlight exactly what matters.

* Bespoke layouts that prioritize clarity and engagement
* Optimised for web, mobile, and embedded use
* Built on platforms like Power BI, Tableau, Looker, and more

**Predictive & Prescriptive Analytics**

Go beyond hindsight with AI-powered foresight.

* Machine learning models that forecast trends and scenarios
* Decision-boosting recommendations powered by your own data
* Real-time insight loops that continuously learn and improve

**Real-Time & Automated Reporting**

Stay ahead of the curve with live insights, always at your fingertips.

* Reduce manual reporting and eliminate outdated data
* Trigger alerts and actions when key thresholds are met
* Deliver insights instantly across your teams

**Data Visualisation & UI/UX Design**

Analytics that don’t just work—they wow.

* Design-led dashboards that make insights engaging
* Theme packs tailored to your brand and use cases
* Seamless, intuitive experiences that drive adoption

**Why It Matters**

Great analytics don’t just show you what happened—they guide you to what’s next. With BaseOne:

✅ Your data becomes visual, contextual, and easy to act on

✅ Teams get answers faster and spend less time digging through data

✅ Dashboards are visually stunning, brand-aligned, and designed for real use

✅ Every report is purposeful, and every insight is tied to performance

✅ You unlock new value, opportunity, and confidence in decision-making

💡 **When data is beautiful, it gets used. When it's smart, it drives change.**

**How We Deliver**

**Discovery & Requirements Workshops**

We work closely with your stakeholders to define what matters most.

**Design Prototypes & Wireframes**

We mock up your dashboards before we build, ensuring form and function align.

**Agile Dashboard Development**

We iterate fast and deliver faster—always refining based on your feedback.

**Enablement & Training**

We ensure your team knows how to access, use, and extract value from every dashboard.

📌 **Ready for analytics that do more than report? Let’s build something beautiful.**

CTA: **Talk Data Analytics**

# Primer

**Accelerate Project Controls with Zero Delay**

Primer is BaseOne’s pre-built data accelerator designed specifically for Project Controls and PMO teams. It’s your fast track to enterprise-grade dashboards, reporting, and analytics—without starting from scratch.

Whether you’re delivering major infrastructure or managing complex portfolios, Primer gives you the tools, templates, and structure to automate faster, manage better, and drive results from day one.

**Work Smarter. React Faster. Think Bigger.** That’s the Primer promise.

**What Is Primer?**

Primer is a plug-and-play data platform tailored to the unique needs of project controls environments. Delivered by BaseOne experts, it includes:

* Pre-built Power BI dashboards for schedule, cost, risk, and resource analysis
* A unified data model compatible with Primavera P6, Excel, and common project tools
* Automated data pipelines for faster, cleaner reporting
* Scalable templates you can customise and extend

It’s everything you need to deliver powerful project insights—ready to go.

**Why Use Primer?**

✅ Save thousands of hours in development and setup

✅ Accelerate time-to-value on large-scale projects

✅ Improve visibility, accuracy, and stakeholder engagement

✅ Standardise and scale project controls reporting across teams

✅ Enable early wins with proven dashboards that evolve with you

💡 **Primer gives your team a running start—so you can deliver smarter, faster, and with confidence.**

**Key Features**

**01. Rapid Deployment**

Deployed in days—not months. Begin extracting insights immediately.

**02. Plug & Play Integration**

Works seamlessly with tools like Primavera P6, Excel, and cloud platforms.

**03. Fully Customisable Dashboards**

Evolve Primer to match your specific project and stakeholder needs.

**04. Built-in Governance**

Aligned with project data best practices for consistency and clarity.

**05. Cost-Effective Delivery**

Included free on long-term projects, or available as a stand-alone solution.

**How We Deliver**

**Assessment & Alignment**

We evaluate your existing setup and align Primer to your data needs.

**Configuration & Customisation**

We tailor Primer to your project requirements, branding, and workflows.

**Deployment & Enablement**

We get you live quickly and train your teams for full adoption.

**Support & Evolution**

We continue refining, scaling, and supporting your solution as your needs grow.

📌 **Ready to launch smarter project controls? Let’s accelerate.**

CTA: **Explore Primer at PrimerP6.com**

# AI & Automation

**BaseOne AI & Automation**

**Automate Smarter. Operate Faster. Scale with Intelligence.**

BaseOne helps businesses move beyond manual work and static processes with smart, agentic AI. We design automation frameworks powered by intelligent agents, giving you scalable tools that streamline operations, engage customers, and unlock new levels of efficiency.

Our AI isn’t theoretical—it’s practical, powerful, and built on real business data. From workflow automation to digital brand ambassadors, we build AI solutions that work for you—quietly, consistently, and creatively.

*Work Smarter. React Faster. Think Bigger.* That’s the BaseOne approach.

**Agentic AI for Business**

*Automate repetitive work with intelligent agents that think, act, and scale.*

* Automate repetitive workflows and decision logic
* Integrate with your data to enable smarter action
* Scale operations without increasing headcount

📌 Empower your team by letting agents handle the routine.

CTA: Explore Agentic AI (Link to Agentic AI Page)

**AI-Powered Insights & Optimisation**

*Use AI to uncover patterns, predict outcomes, and make decisions in real time.*

* Pattern detection, anomaly identification, and predictive analytics
* Real-time recommendations that optimise business performance
* Self-improving models that adapt to your evolving needs

📌 Turn your data into dynamic, actionable intelligence.

CTA: Explore AI Insights (Link to AI Insights Page)

**Conversational AI & Digital Advocates**

*Give your brand a voice with AI influencers and brand ambassadors.*

* AI influencers, brand ambassadors, and assistants
* Real-time customer interaction across chat, voice, or video
* Scalable, 24/7 support that drives loyalty and conversion

📌 Engage your audience through intelligent digital personas.

CTA: Explore AI Advocates (Link to AI Advocates Page)

**Workflow & Process Automation**

*Reduce manual effort, remove bottlenecks, and free your teams to focus on what matters.*

* Streamlined, rule-based automation for internal operations
* API integrations that connect systems and data flows
* Automation playbooks tailored to your workflows

📌 Work that runs in the background—so your teams can move forward.

CTA: Explore Automation (Link to Workflow Automation Page)

📌 Leverage the full potential of AI & Automation.

CTA: Let’s Talk

# Agentic AI for Business

**Agentic AI for Business | BaseOne**

**Empower Your Operations with Intelligent Agents**

Agentic AI is about more than just automation—it's about building intelligent digital co-workers that actively support your business. At BaseOne, we design, develop, and deploy smart agents that can think, act, and adapt to your goals, giving your teams time back to focus on high-impact work.

Whether you’re automating workflows, supporting operations, or scaling business logic, our AI agents operate with speed, consistency, and precision—at scale.

*Work Smarter. React Faster. Think Bigger.* That’s the BaseOne promise.

**What We Offer**

**Digital Task Agents**

Automate structured and semi-structured tasks with intelligent systems that operate autonomously.

* Reduce manual effort across operations and business functions
* Accelerate repetitive workflows like data updates, approvals, and notifications
* Integrate seamlessly with APIs, CRMs, ERPs, and internal tools

These aren’t bots—they’re intelligent extensions of your team.

**Decision-Making Agents**

Enable agents to act on real-time insights and predefined logic to support operations.

* Rule-based and learning-based models for scalable, smart decision-making
* Integrate data inputs from multiple systems to support accurate actions
* Deploy fast using templates tailored to common business functions

They follow your logic, adapt to your workflows, and deliver with consistency.

**Multi-Agent Systems**

Coordinate teams of agents to perform complex, interdependent tasks.

* Enable workflows to be split, parallelised, and independently resolved
* Share context across tasks, improving outcomes and reducing bottlenecks
* Build self-scaling processes without additional overhead

Think orchestration, not just automation.

**Embedded Intelligence**

Build AI directly into your processes, products, and platforms.

* Embed agents inside tools, dashboards, and apps
* Allow users to interact with data, trigger actions, and gain insights instantly
* Deliver intelligence where it matters—right at the point of use

A smarter experience for users, a lighter lift for your teams.

**Why It Matters**

Businesses today need speed, scale, and precision. Agentic AI delivers:

✅ Immediate cost and time savings through automation

✅ Continuous execution of rules, actions, and decisions

✅ Smarter workflows without human bottlenecks

✅ Flexibility to adapt as data, tools, and requirements change

✅ A foundation for scaling AI across your enterprise

💡 *It’s not just about doing things faster—it’s about doing them better, every time.*

**How We Deliver**

**Discovery & Opportunity Mapping**

We identify automation-ready processes and define high-value agent roles.

**Agent Architecture & Design**

We map agent logic, interaction layers, and decision trees.

**Deployment & Integration**

We build and integrate agents with your business platforms and data systems.

**Monitoring & Evolution**

We provide real-time performance visibility, feedback loops, and iteration support.

📌 *Ready to work side-by-side with intelligent agents? Let’s get started.*

CTA: Let’s Talk Agentic AI

# AI-Powered Insights

**AI-Powered Insights & Optimisation | BaseOne**

**Smarter Insights. Continuous Improvement. Real-Time Action.**

BaseOne helps businesses move beyond static reports and gut-feel decisions. With AI-powered insights and optimisation, we make your data work harder—detecting patterns, predicting outcomes, and triggering actions that help you stay ahead.

From forecasting business trends to spotting anomalies in real time, our AI models adapt as your data grows. Insight becomes action. Action becomes advantage.

*Work Smarter. React Faster. Think Bigger.* That’s the BaseOne mindset.

**What We Offer**

**Predictive Analytics**

Anticipate what’s next—before it happens.

* Forecast trends, performance, and risk scenarios using machine learning
* Identify opportunities and threats early through data patterns
* Reduce uncertainty with evidence-based foresight

This isn’t guesswork—it’s guided action.

**Prescriptive Recommendations**

Turn insights into clear next steps.

* Generate recommendations based on business goals, thresholds, and logic
* Deliver real-time, contextual suggestions to key stakeholders
* Guide users with automated “what to do next” prompts

We go from ‘what happened’ to ‘what now’.

**Anomaly & Pattern Detection**

Detect the subtle signals humans often miss.

* Spot anomalies, outliers, or data shifts before they become issues
* Improve quality control and exception handling
* Trigger alerts and actions instantly across platforms

Smarter surveillance, better decisions.

**Self-Optimising Workflows**

Build systems that learn, evolve, and improve.

* Continuously optimise business rules and models based on feedback
* Automate tuning of algorithms and performance metrics
* Let AI refine how your business operates over time

Because great systems never stop getting better.

**Why It Matters**

Modern businesses need to move faster, act smarter, and adapt constantly. AI-powered insights help you:

✅ Reduce risk and uncertainty through forecasting

✅ Make faster decisions with higher confidence

✅ Move from reactive to proactive with real-time alerts

✅ Optimise performance and outcomes continuously

✅ Unlock strategic advantage from your data

💡 *Better insights don’t just inform—they transform.*

**How We Deliver**

**AI Strategy & Use Case Design**

We align AI opportunities to your goals and business outcomes.

**Model Development & Training**

We build and tune ML models tailored to your data and challenges.

**Integration & Automation**

We deploy insights into your dashboards, workflows, and comms platforms.

**Iteration & Optimisation**

We continually refine models to improve accuracy, outcomes, and adoption.

📌 *Ready to predict, optimise, and evolve? Let’s turn data into decisions.*

CTA: Let’s Talk AI Insights

# AI & Digital Advocates

**Conversational AI & Digital Advocates | BaseOne**

**Give Your Brand a Voice with AI-Powered Engagement**

BaseOne helps businesses build intelligent digital personas that talk, listen, and represent your brand with clarity and personality. From AI-powered influencers to branded virtual assistants, we create always-on advocates that connect with audiences and support your business in real time.

Whether it’s internal support or customer-facing engagement, our digital advocates are crafted with care—smart, on-brand, and ready to deliver value 24/7.

*Work Smarter. React Faster. Think Bigger.* That’s how we build AI with personality.

**What We Offer**

**AI Brand Ambassadors**

Bring your business to life with intelligent, engaging digital personas.

* Represent your brand with tone-consistent, human-like interaction
* Deliver scripted and adaptive responses across multiple channels
* Build trust, familiarity, and recognition with a digital face and voice

Your brand. More human. More scalable.

**Conversational Support Assistants**

Support customers or employees with instant, contextual help.

* Answer FAQs, guide journeys, and resolve tasks using natural language
* Integrate with knowledge bases, CRMs, and helpdesks
* Scale your support function without scaling your team

Help that’s fast, friendly, and always available.

**AI Influencers & Spokespeople**

Develop digital talent to tell your story.

* Use lifelike avatars to represent your business across media
* Deliver personalised content, video, and comms powered by AI
* Engage your community through TikTok, Instagram, or internal channels

From social to internal, your voice goes further.

**Multichannel Deployment**

Connect where your audience is.

* Deploy across web, chat, voice, apps, video, and physical interfaces
* Ensure consistent tone, behaviour, and experience across touchpoints
* Integrate into customer journeys, internal platforms, or public spaces

Wherever your people are, your advocate is ready.

**Why It Matters**

People don’t just want data—they want connection. Digital advocates enable:

✅ Always-on support without additional headcount

✅ Higher engagement through personality-driven interaction

✅ Consistent communication across channels and time zones

✅ Scalable brand presence with human-like reliability

✅ Stronger storytelling, inside and out

💡 *Make your message memorable—every time, everywhere.*

**How We Deliver**

**Persona & Voice Design**

We work with you to design characters, tone, and purpose.

**AI Scripting & Prompt Engineering**

We build flexible, natural responses that match your brand.

**Avatar & Channel Integration**

We develop and deploy across digital touchpoints.

**Measurement & Optimisation**

We track performance and refine experiences for greater impact.

📌 *Ready to build your AI brand advocate? Let’s bring it to life.*

CTA: Let’s Talk AI Advocates

# Workflow & Process Automation

**Workflow & Process Automation | BaseOne**

**Automate the Routine. Unlock the Creative.**

BaseOne helps you streamline repetitive processes and scale operations by building intelligent, automated workflows tailored to your business. From approvals and reporting to task execution and system integration, we replace friction with flow.

We design automation that blends into your day-to-day—so your people can do less admin and more impact.

*Work Smarter. React Faster. Think Bigger.* That’s automation, the BaseOne way.

**What We Offer**

**End-to-End Workflow Automation**

Remove manual steps across your operations.

* Automate business logic, handoffs, and task execution from end to end
* Build reusable processes with defined triggers, inputs, and outcomes
* Reduce errors, increase consistency, and boost efficiency

Less admin. More action.

**Rule-Based Business Logic**

Bring intelligence into your operations.

* Encode decision trees, business rules, and escalation logic into workflows
* Standardise responses across teams and platforms
* Trigger decisions and actions automatically from real-time data

Let the logic do the lifting.

**Integrated Systems & Data Flows**

Connect your platforms for seamless data movement.

* Use APIs and webhooks to link CRMs, ERPs, HR tools, and more
* Eliminate silos and duplicate entry across your ecosystem
* Keep everything synced, current, and actionable

All your tools. Talking to each other.

**Automation Playbooks**

Blueprints for repeatable success.

* Create templates for approvals, reporting, onboarding, and more
* Empower teams to launch new automations quickly
* Evolve processes as your business scales

Set it once. Improve it forever.

**Why It Matters**

Automation isn’t just about speed—it’s about enabling people to focus on what matters. With BaseOne:

✅ Teams spend less time on admin and more on value

✅ Operations become more scalable and less error-prone

✅ Business logic is executed consistently across teams

✅ Data flows freely between systems, without duplication

✅ You build a foundation for more advanced AI and decision support

💡 *Smarter workflows lead to smarter work.*

**How We Deliver**

**Workflow Mapping & Opportunity Discovery**

We identify bottlenecks, manual steps, and automation potential.

**Process Design & Development**

We build smart flows aligned to your business goals.

**Integration & Deployment**

We connect your systems and roll out automations with minimal disruption.

**Iteration & Enablement**

We train your team, refine based on feedback, and scale what works.

📌 *Ready to automate smarter, faster, and better? Let’s streamline.*

CTA: Let’s Talk Workflow Automation

# Case Studies & Portfolio

**Case Studies & Portfolio | BaseOne**

**Proven Impact. Real Results.**

We don’t just talk about outcomes—we deliver them. At BaseOne, we’ve helped businesses across industries unlock the full potential of their data, automate intelligently, and accelerate performance through beautifully crafted solutions.

Here’s a selection of our recent work, showcasing how strategy, design, and innovation come together to transform the way teams operate and decide.

*Work Smarter. React Faster. Think Bigger.* That’s our case for impact.

**Interactive Demo Dashboards – See It In Action**

**Experience:** Live examples of our UI/UX-led dashboards and reporting systems

**Audience:** Decision-makers, analysts, and stakeholders looking for inspiration and clarity

**Platforms:** Power BI, Tableau, Looker, embedded and responsive formats

✅ See how beautiful design enhances decision-making

✅ Explore real use cases in action—from finance to project controls

✅ Get inspired by simplicity, speed, and storytelling in data

📌 *Want to experience the BaseOne difference? Browse our live demos.* CTA: Explore Demo Dashboards (Link to <https://baseone.uk/demo/>)

# About Us

**About Us | BaseOne**

**Design-Led Data Experts, Obsessed with Impact**

BaseOne exists to help businesses move beyond guesswork. We deliver design-led, data-driven solutions that transform the way organisations think, operate, and grow.

From strategic data consulting and intelligent automation to stunning dashboards and AI-driven decision support, our mission is clear: to empower teams with clarity, confidence, and control.

We believe data should be beautiful. Automation should be smart. And every solution should make life simpler—not more complicated.

*Work Smarter. React Faster. Think Bigger.* That’s BaseOne.

**What We Do**

We help organisations unlock their potential with:

* **Data Strategy & Architecture**
* **Dashboard Design & Analytics**
* **AI & Workflow Automation**
* **Project Controls Acceleration (Primer)**

We combine design thinking, deep technical expertise, and business understanding to deliver solutions that work beautifully.

CTA: Explore the BaseOne Approach

**Our Difference**

We’re not an agency. We’re a partner.

* We blend strategy, design, and development under one roof
* We focus on outcomes, not just outputs
* We care about the adoption, the ROI, and the long-term value

Our work doesn’t end at delivery. We’re in it for the transformation.

**Our Culture**

We’re a team of thinkers, builders, designers, and doers.

* United by curiosity and a love for simplicity
* Driven by impact, clarity, and continuous improvement
* Proudly collaborative—with each other and with our clients

We bring personality to data, purpose to design, and care to every interaction.

CTA: Read Our Mission & Values

# Our Approach

**The BaseOne Approach | About Us**

**Design-Driven. Data-Led. Impact Obsessed.**

Our approach is simple: create solutions that blend design, technology, and business thinking to help organisations move faster, think bigger, and work smarter.

We believe in doing things the right way, not just the easy way. Every solution we deliver is driven by clarity, functionality, and purpose—with design and user experience at its core.

*Work Smarter. React Faster. Think Bigger.* That’s how we do things differently.

**Design with Purpose**

We don’t just make things look good—we design for performance, adoption, and clarity.

* UI/UX is central to how people interact with data
* Visual storytelling drives action and decision-making
* Simplicity unlocks understanding and speed

We obsess over the details so you can focus on the bigger picture.

**Build for Value**

Every solution we deliver must create measurable impact.

* Time saved, complexity removed, decisions improved
* Flexible frameworks that scale with your business
* Technology that empowers—not overwhelms

We build for now, and what’s next.

**Partner, Not Just Deliver**

We work alongside your team, not above it.

* Discovery-led processes grounded in your real-world needs
* Transparent, collaborative, Agile delivery models
* Enablement and knowledge sharing built-in

Because success isn’t just about go-live—it’s about long-term momentum.

**Obsess the Outcome**

We measure our success by yours.

* We care about adoption, improvement, and return on effort
* We test, reflect, and refine to make good even better
* We design solutions that last, not just launch

Progress is our product.

📌 Want to see our approach in action? Explore our case studies or get in touch.

CTA: Let’s Talk

# Our Team

**Our Team | BaseOne**

**Built by Experts. Driven by Purpose.**

At BaseOne, our strength is our people. We’re a close-knit team of designers, developers, strategists, and data specialists who believe in the power of simplicity, creativity, and impact.

We’re not a hierarchy—we’re a hive. Cross-functional, collaborative, and obsessed with results.

*Work Smarter. React Faster. Think Bigger.* That’s the energy behind our team.

**Who We Are**

We’re united by a shared mission: to help businesses unlock smarter ways of working.

* **Strategic Thinkers** – We see the big picture and sweat the small stuff.
* **Creative Technologists** – We bring beautiful design to serious data.
* **Data Storytellers** – We make insights speak loud and clear.
* **Problem Solvers** – We automate, simplify, and streamline relentlessly.

**How We Work**

Our people are:

* **T-shaped experts** – Deep in one area, curious about all the others.
* **Agile collaborators** – We jump in, adapt fast, and move as one.
* **Outcome-obsessed** – We focus on results, not hours.
* **Genuinely invested** – We care about our work, our partners, and each other.

We’re professionals without ego—always learning, always delivering.

**The Culture We Build**

We believe the best work comes from:

* **Freedom to create**
* **Trust to explore**
* **Space to grow**
* **Support to thrive**

We bring energy, humour, and honesty to every interaction. When you work with BaseOne, you don’t just get a team—you get teammates.

📌 Want to meet the people behind the platform?

CTA: Get in Touch

# Our Purpose

**Our Purpose | BaseOne**

**Why We Exist**

We’re here to help you automate work and squeeze value from data—moving away from intuition and into data-informed decision making.

Our goal is to enable teams and individuals to focus on their bigger picture, while we simplify the complex and deliver clarity through design and technology.

*Work Smarter. React Faster. Think Bigger.* That’s the BaseOne difference.

**Our Belief**

We believe the key to perfection is detail, delivered simply and clearly. This echoes through everything we do—from the design and delivery of our solutions to the way we communicate.

We call it finding perfection in simplicity.

**Our Vision**

We want everyone to make bigger, better decisions—and enjoy life more because of it.

**Our Mission**

To leverage our design and technology experience to improve the way our partners work—across both project and corporate environments.

**Our Values**

**Knowledge is Power**

We’re hungry for knowledge. Curious by nature. Always learning.

We move away from intuition and toward informed decision making.

**Ready to Flex**

We’re T-shaped experts—generalists who dive in, adapt, and collaborate.

We lead by example, coach others, and care deeply about the work.

**Plan it Right, Do it Once**

We believe in best-practice planning and continuous improvement.

We stay agile, simplify complexity, and stay focused on delivering value.

**Keep it Simple**

We simplify. We streamline. We seek the MVP and iterate from there.

If we repeat something, we make it better.

**Own It**

We take responsibility and deliver on our promises.

We aim to make long-term partnerships and measure our success through yours.

📌 Learn more about how we work.

CTA: Explore the BaseOne Approach